

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



251  
455

# USDA Inside USDA Information

United States Department  
of Agriculture

Office of Governmental  
and Public Affairs

Washington D.C.  
20250

Vol. 2

No. 11

January 25, 1980

## KEEPING UP-TO-DATE

More on grain suspension actions...soil erosion public opinions... 10th anniversary of the National Environmental Policy Act... another nutrition calendar...a few more job announcements...more communication summaries...you know, all good stuff you might like to know about. Keep reading....

\* \* \*

## ON THE NEWS FRONT

Press briefings continue on the grain suspension...sometimes as many as two a day. This week, however, we began a slow-down. Calls simmered down too, so the toll-free lines were disconnected.

Feedback on the action was excellent, for regional offices telefaxed clippings to D.C. on a daily basis.

Meanwhile, a couple more news events occupied considerable time--and space--last week. First, results of a nationwide public opinion survey were released...showed that at least half of all Americans believe that loss of good farmland through erosion and misuse is a serious national problem. By 7-1 they favor federal action to protect farmland from erosion. The public also consistently gave higher priority to using soil and water resources for food production rather than to the competing housing, industrial, energy and recreation uses.

Then last week we also held a 10th anniversary celebration of the passage of the National Environmental Policy Act. Highlights were a photo display and program in the patio of the Administration building here. The Act has been called "the most wide ranging environmental legislation ever passed"...provides guidance rather than regulation, and it was largely responsible for the focus of environmental concern in the '70s.

\* \* \*

ANOTHER "PEOPLE" READY John Crowley, GPA, just dropped the most recently published of his "People on the Farm" booklets on "Inside's..." desk. This one features four black farmers: Wilbur and Rober Minisee of Cass County, Michigan, and John and Henry Sims, Drew County, Ark.

For a copy, write John at our Special Reports Division. He says a slide set is coming.

\* \* \*

Reserve

COME THE REVOLUTION... Write the Publications Division of GPA if you've not yet received "Another Revolution in U.S. Farming?" Actually, that's the title of two new publications...one quite lengthy (450 pages) goes by the description: Agricultural Economic Report No. 441. The other--a summary--is Agricultural Information Bulletin No. 433.

Both relate to the dramatic changes taking place in U.S. farming, and they provide details on economic and social issues facing society. Folks at Economics, Statistics and Cooperatives Service put both jobs together.

\* \* \*

HOW TO CHART YOUR WAY Outlook charts, in handbook form, have always been quite popular. Chances have been high, however, if you've not been an economist--or at least economic minded--they might not have told you what you'd liked to have known.

Last week Claude Gifford, GPA, showed agency information heads some of the changes made in this year's handbook to make the charts more easily understood. He put together a little paper that contains what he calls "a guide to better charts" and a "chart editing checklist." While he provided copies to folks who attended the meeting, he has more which he'll send to you if you'll write him.

\* \* \*

TO COMMUNICATE, SELL? Marketing is another area Bob Kern, GPA, has been digging into as he seeks ways to start up another NPAC. It might have much to offer the persuasive communicator, Bob figures, whether in the business of selling products or diffusing ideas.

It seems the pros in advertising deal with what Bob calls "a synthesis of principles--or gut feelings--about communication that influences behavior of a target audience."

The pro in advertising has no encompassing theory for guidance, but there are a few threads evident. Audience research, for instance, suggests that advertisers know more about response to their communications than would be true for most of the rest of us. The rest of us also don't get to see those findings very often, sorry to say.

Bob cites one author who suggests three sequences in which knowledge attitude and practice are linked in advertising messages. One has delayed reward effects and is called "learn-feel-do." But with TV, the typical sequence is: "Learn-do-feel." Learn that a product exists, try it, like it. When the choice involves our ego or is expensive, the sequence may be: "do-feel-learn." In other words, you can't buy a Mercedes on a trial basis...you buy, respond to its performance and base your knowledge on that experience.

\* \* \*

FOOD INVENTORIES... AND MORE There are more developments moving around on the federal food, ag and nutrition program inventory. Dorothy Fisk, (202) 447-4654, brought us another handbook about the system which is currently being updated. Call her if you want a copy or more details.

This year, the Senate Appropriations Committee has asked USDA to expand the inventory...it will divide some of the current programs into more useful categories and add some ag programs that are not food related, such as forestry, cotton and tobacco.

\* \* \*

NUTRITION REALLY IS  
DATED!

Jane A. Scherer, U. of Illinois, sent us a copy of the Illinois calendar developed for use with low-income homemakers. She says her program has given emphasis to food shopping for 3 years and this year will focus on marketing techniques and shopping etiquette.

\* \* \*

MORE ON DESIGN FOCUS  
'80

Now we have some more details about that Design Focus conference to be held Feb. 11-15 by the Government Printing Office. It's mostly for federal design folks since seating capacity is limited. State people who want to attend should call (202) 275-2132...if there's room you might get in. But telephone enrollment isn't acceptable. You have to submit a letter of request--naming names, titles, and institution to Supt. of Typography and Design, Room C-846, U.S. Govt. Printing Office, 732 N. Capitol St., N.W., Washington, D.C. 20401 no later than Feb. 1.

The program looks good...we hope you can get to attend.

\* \* \*

JOE TELLS HOW TO  
WRITE RIGHT

Remember "Inside's..." plug for Joe Mark's booklet called "Instant Writing Course"? Joe, U. of Missouri, has found a publisher. You can get one copy for \$1.50...quantities are less if you send your order to Interstate Printers and Publishers, Danville, Ill., 61832.

\* \* \*

ANOTHER WAY

We don't know what, if any, inf people were involved, but in "Horticulture" magazine the other day, we read of a plan whereby gardeners would get 60 hours of instruction at Washington State U. on botany, landscaping, plant diseases, etc. Then they'd pay for it by volunteering 60 hours of their own time to talk to interested people on garden problems at shopping centers, libraries and plant nurseries. The volunteers are called "master gardeners."

The article called the program one with "remarkable success." And, it pointed out that 19 other states have developed similar versions. Still, estimates were that the programs probably only "touched" 5% of the people who would like to know more about gardening...the Washington State (Seattle) project reached about 50,000 people.

\* \* \*

SPREAD YOUR ENERGY

We told you BIO-ENERGY '80 was coming April 21-24 to Atlanta.

If you know of anyone who wants to participate, steer them to The Bio-Energy Council, 1625 Eye St., N.W., Room 825-A, Washington, D.C. 20006. Interested groups probably would be those who are working with ways of storing solar energy in plant matter...forest and field residues, manures, sewage, refuse and crops.

\* \* \*



